

ABSTRACT

A method and system for providing a computerized collection of multimedia content provided by providers, to publishers. An identification of digital content to be included in the system is received, and, responsive thereto, a link to the content is stored in a multimedia item record. A multimedia box is provided, the multimedia box specifying a format in which the multimedia box may be displayed. A publisher multimedia box page is created by inserting data corresponding to the multimedia item into the multimedia box.

There are multimedia boxes, each multimedia box corresponding to a publisher, and the multimedia boxes may be stored in a multimedia box database. There are publisher multimedia box pages, the publisher multimedia box pages corresponding to different publishers. According to one embodiment, a hyperlink to the publisher multimedia box page is provided.

An "Add Your Media" button, having the link to the content, is provided according to one highly preferred embodiment. A publisher home page may be provided, and the link may be a hyperlink to the publisher home page; and, responsive to selection of the button, further content may be stored in a further multimedia item record.